

DIGITAL TRANSFORMATION

COLLABORATION SOLUTIONS IN A CLOUD-CENTRIC WORLD

Choosing a Provider for Every Cloud Environment

*A Frost & Sullivan Report
Sponsored by AVI-SPL*

CLOUD CHANGES THE GAME

Businesses have more options than ever before in technology solutions and implementation models

Your business can benefit from:

✓ **FLEXIBLE DEPLOYMENT AND CONSUMPTION**

Reduce CAPEX, streamline OPEX with pay-as-you-consumption; get seamless software updates and superior technology expertise

✓ **IMPROVED BUSINESS PERFORMANCE**

Enhance user productivity; improve time to market and customer service; concentrate IT resources on strategic business initiatives

✓ **LOWER RISKS AND COSTS**

Lower implementation costs; get immediate access to leading-edge functionality and elastic scalability

✓ **OPTIMIZED DEPLOYMENT THROUGH CUSTOMIZATION**

Enable dynamic resource optimization through advanced service management

✓ **PARTNERSHIP WITH EXPERIENCED PROVIDERS**

Outsource complexity to a trusted cloud service provider; optimize assets; build an effective roadmap

CIOs know that cloud-based collaboration solutions offer a powerful set of capabilities that drive agility and flexibility.

Chief adoption drivers for cloud collaboration:
Short-term tactical objectives: shift to OPEX; reduce burdens on resource-constrained IT
Long-term strategic goals: increase agility and support for changing business requirements

DISRUPT THE STATUS QUO

Cloud is transforming how communications and collaboration capabilities are purchased and consumed. It delivers revolutionary changes in cost savings, risk reduction, business agility, and ease of management.

Most enterprises have several audio, video and web collaboration assets - digital signage, projectors, conference room systems, soft clients, infrastructure, and other audio visual peripherals - leaving a mess of technology islands to manage and maintain. As a result, their IT support resources are taxed and performance of meeting technologies degraded.

Is your business struggling with tight budgets and an overwhelmed IT department? If yes, you need to preserve existing investments and increase responsiveness in today's fast-paced digital economy. Moreover, a growing mobile workforce and BYOD is today's reality - users are ready easy to use, high quality, reliable multimedia collaboration tools that are accessible anytime from anywhere.

According to a recent Frost & Sullivan survey 38 percent of businesses are already deploying their unified communications and collaboration applications in the cloud and another 48 percent plan to move to cloud over the next one to three years*.

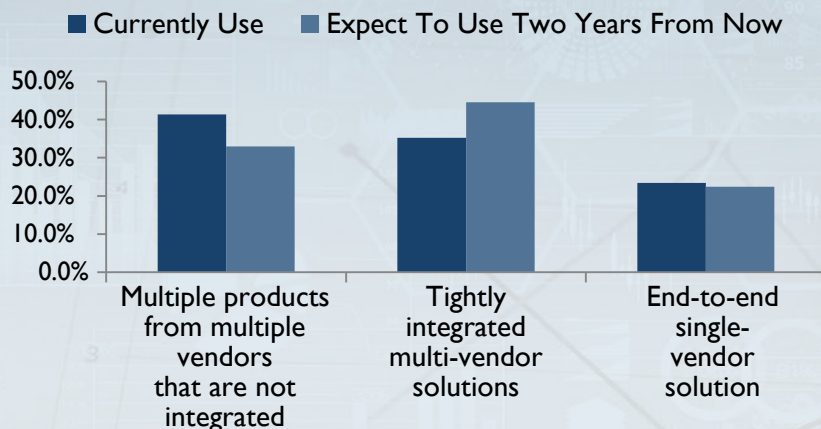
Future-proof your investments. Carefully assess which collaboration workloads can be migrated to the cloud and how they will co-exist with other AV assets. Interoperability advancements mean you no longer need to compromise.

*"The Future of Communications in the Workplace" A Frost & Sullivan End User Survey, March 2016

SURVEY DATA INDICATES STRONG USER PREFERENCE FOR CLOUD

IT decision makers confirm that organizations are no longer settling for disparate collaboration environments

Communications Infrastructure, Current and Future:
North America, Europe and Latin America, 2016

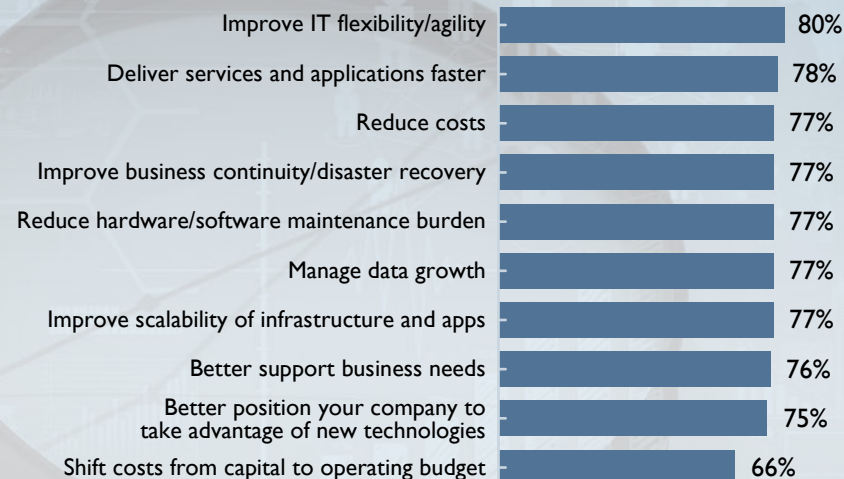


N= 406

Source: 2015 Frost & Sullivan Survey of IT Decision Makers

Moving to cloud-based collaboration has become a business transformation imperative

Key Criteria Listed as “Very Important” to the Cloud Decision



N=319

Source: 2015 Frost & Sullivan Survey of IT Decision Makers

YESTERDAY'S VIDEO CONFERENCING CAN'T HANDLE TODAY'S DEMANDS

Subscription-based video conferencing services delivered over a cloud infrastructure are rising

FROST & SULLIVAN VIDEO CONFERENCING MARKET DATA

-15%

Revenue decline in global on-premises video conferencing infrastructure

+25%

Growth in global revenue from hosted/cloud video conferencing services (delivered over infrastructure owned and hosted by service providers)

+22%

5-year CAGR in revenues for hosted/cloud video conferencing

+35%

5-year CAGR for number of seats of hosted/cloud video conferencing services globally

+13%

Growth in revenue from managed and private cloud services with a healthy 12% 5-year CAGR

UNDERSTANDING YOUR DEPLOYMENT OPTIONS

Each type of collaboration cloud is differently positioned for support and customization through a broader services wrap to optimize performance, usability, and value

- **Public cloud:** collaboration infrastructure and applications deployed in a service provider network offered as a set of services delivered under a subscription model -
 - Shared environments with each end-user organization registered to a specific tenant or instance
 - Multi-tenant in nature leverages shared platform resources to deliver services at a lower cost per user
- **Private cloud:** unlike a public cloud, where the resources are shared, a dedicated private cloud offers a 1:1 service model. All compute power is available to a single company; a single-tenant deployment where infrastructure can be owned by the enterprise or service provider and managed by the service provider -
 - Can be on-premises, off-site, or part of a virtualized server environment
 - Does not have the same scale and cost benefits as public clouds, but offers greater control and flexibility
- **Hybrid Cloud:** Meets the growing need for agile clouds with a combination of customer-owned components and functionality outsourced from a cloud service provider -
 - Includes customer premises-based infrastructure integrated with public cloud service such as VMR, bridging, audio conferencing, mobile or desktop video, etc. or IT (email, directory, firewall, etc.) applications
 - Connecting head quarter's infrastructure with cloud services to support branch and remote sites
 - Encompasses inter-cloud services integration, such as Microsoft Office 365 with a VMR cloud service

OPTIMIZING CLOUD INVESTMENTS THROUGH A SERVICES WRAP

Migration to cloud requires careful planning and execution – Your organization may not be ready to perform a wholesale migration to the cloud



The screenshot displays the Symphony VNO C interface. At the top, the logo "SYMPHONY VNO C" is on the left, and "GLOBAL VIEW" is in the center. On the right, there are controls for "Global View", "FILTERS", a "Search" bar, and a "LOG OUT" button. The main area features a world map with several green dots indicating locations. A sidebar on the right contains a "General Revenue Q1" dropdown, a "R&D Communicator Proxy Account" section with a date range from 03/24/2016 07:26 pm to 03/24/2016 10:26 pm, two circular diagrams, two photos of meeting rooms, a "Space" dropdown menu listing various locations like "FtLauderdale.ConfRoom" and "Atlanta.BlueRidge", and buttons for "Meeting Details", "Live Monitoring", and "New Ticket".

Service providers can be trusted partners that help with the migration to cloud collaboration solutions. With its Symphony® platform, AVI-SPL monitors and manages AV and collaboration systems, views real-time call statistics, runs system diagnostics, launches video calls, and handles the way meetings are organized, monitored, and managed. Via the Symphony interface, enterprise IT can quickly and easily determine their systems' activity status, view pending trouble tickets, ensure conferences have launched properly, and access reports on system usage and health.

Regardless of the selected deployment model, AVI-SPL provides a comprehensive yet flexible approach spanning the design, deployment, management, and support of physical and virtual collaborative meeting spaces.

While other service providers in the market lead with a dominant public cloud message, AVI-SPL works closely with enterprises to understand and optimize their business operations and requirements.

AVI-SPL'S VENDOR-AGNOSTIC SERVICES AND SOLUTIONS PORTFOLIO

SERVICE TYPE	AVI-SPL SOLUTION
Cloud Support, Customization & Optimization	<p>Part of AVI-SPL's differentiated value is a comprehensive set of support and professional services to:</p> <ul style="list-style-type: none">• Manage deployment of collaboration across the organization• Offer support for system design, network assessment, business process integration, training and adoption services, help desk, maintenance, webcasting, recording, and operator assist services
Public Cloud	<p>Leveraging a multi-tenant environment hosted and supported by AVI-SPL, Unify ME is a Virtual Meeting Room (VMR) collaboration service consolidating real-time voice, video, content, and web conferencing into a single solution allowing users to connect anytime, anywhere from any device</p> <ul style="list-style-type: none">• Purchase on-demand conferencing services• Enable an OPEX model to purchase video, content sharing and rich audio functionality as a subscription
Hosted Private Cloud	<p>Providing greater customer flexibility and control over collaboration applications, AVI-SPL offers on-site and remote single-tenant options with hardware, storage and network dedicated to a single company.</p> <ul style="list-style-type: none">• Customers may own the hardware that is deployed in an AVI-SPL data center. NOC services include analytics, monitoring, management, cloud integration and orchestration• Delivers OPEX benefits while extending greater accountability, security and control
On-premises	<p>A private deployment in which customers own the hardware, storage and network. AVI-SPL Professional Services installs and activates the hardware on-site and offers extensive on-site management and technical staffing services delivered by certified and qualified staff that works alongside the client's IT team.</p>
Hybrid Cloud	<p>An agile deployment spanning the gaps between on-premises and cloud. Customers may add cloud computing resources without abandoning existing hardware investments. It uses both the customer data center and a cloud service simultaneously to deliver a seamless user experience. Through CPE and VMR integration, AVI-SPL's hybrid collaboration cloud preserve s existing customer investments with all complexities outsourced to AVI-SPL.</p>

NEXT STEPS

Implement effective cloud collaboration by taking a holistic view across your organization.

Moving to cloud does not require a forklift upgrade of your existing investments in visual collaboration and meeting solutions.

Conduct a thorough needs and ROI assessment. It is strongly recommended to partner with an expert service provider to help recognize functionality gaps, prepare a solid business case and identify areas in the organization ready for a cloud migration.

LOOK FOR A SERVICE PROVIDER THAT WILL:

- ✓ **LEVERAGE** your existing investments
- ✓ **SUPPORT** flexible cloud environments
- ✓ **PROVIDE** insights on system health and usage
- ✓ **SCALE** easily and add functionality as your business needs change

A person with long brown hair, wearing a green shirt and a black wristband, is writing the word "STRATEGY" in large, blue, capital letters on a whiteboard. The word is underlined with a single blue stroke. The person is holding a blue marker in their right hand.